



Holly Shores/ Edward Rendon, Sr. Park Master Plan Project

Austin City Council
March 6, 2014

Chris Yanez, Principal Planner



The City of Austin is proud to comply with the Americans with Disabilities Act.
If you require assistance for participation in our programs or use of our facilities, please call (512) 974-9470.





Holly Shores/ Edward Rendon Sr. Park Master Plan

Presentation and Proposed Adoption
of a Park Master Plan by City Council

Master Plan Purpose

- ❖ Provide a long range vision for the future development of the 90 acre park
- ❖ Establish community park use and access goals
- ❖ Guide future park investment and funding opportunities

Master Plan Process

1. Assessment of existing park conditions
2. Conduct Public Outreach and Engagement
3. Draft Plan Recommendations
4. Community and stakeholder review of Draft Plan
5. Formal Adoption
6. Plan Implementation



Project Background

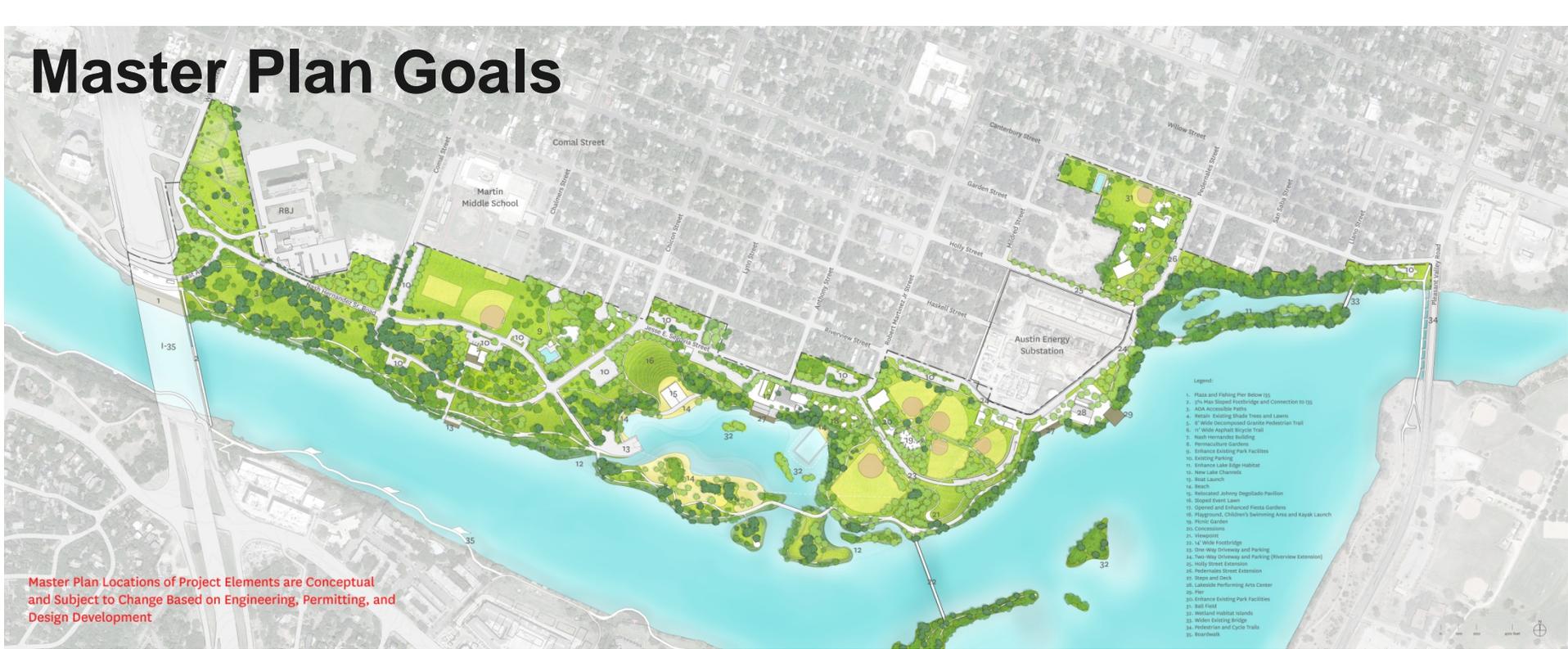
- ❖ Prior to 2009, the Edward Rendon Sr. Park was comprised of 81 acres with limited park amenities and assets and in great need of master planning.
- ❖ In September 2009, City Council passed a resolution that reallocated funds from the Holly Good Neighbor Program to develop a Master Plan for the park that included the 9 acres from the former Holly Power Plant.
- ❖ The Master Plan will serve as a guide for best uses for new and existing parkland and facilities.
- ❖ City of Austin selected design consultant Michael Van Valkenburgh & Associates, Cambridge, MA in March of 2012.

MASTER PLAN GOALS



1. **Align with the 1989 Town Lake Comprehensive Plan.**
2. **Connect streets and parkland around the Austin Energy site.**
3. **Improve lagoon water quality and recreational program.**
4. **Improve park access and connection to the neighborhoods**
5. **Reuse existing buildings for community-based programs.**
6. **Protect and improve the neighborhood park character and facilities.**
7. **Preserve, enhance, and increase wildlife habitat.**
8. **Celebrate local art and heritage.**
9. **Community access to healthy foods through sustainable community agriculture**

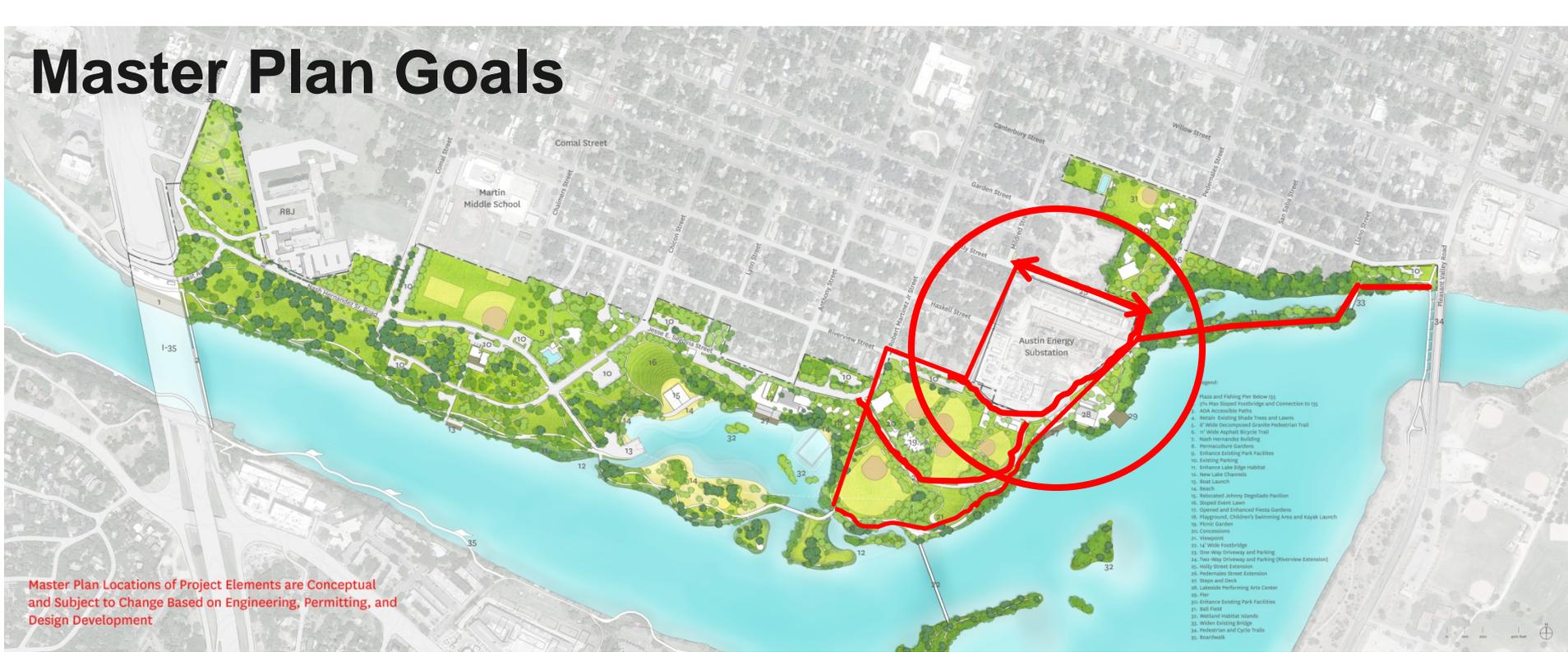
Master Plan Goals



Goal 1: Align with the 1989 Town Lake Comprehensive Plan.

- ❖ Increase public safety and security
- ❖ Improve parking throughout the park
- ❖ Redesign of Fiesta Gardens for improved public access
- ❖ Create community space at Fire Marshall Building

Master Plan Goals



Goal 2. Connect streets and parkland around the Holly Power Plant Site.

- ❖ Create new bike/pedestrian trail
- ❖ Extend Holly Street to Pedernales Street
- ❖ Construct new park roads around and through the former power plant and existing substation site

Master Plan Goals



Goal 3. Improve lagoon water quality and recreational uses.

- ❖ Water Quality Improvements:
 - Create vegetative buffers along the lake's edge
 - Protect and enhance existing natural habitat
 - Increase water circulation in/out of the lagoon
- ❖ Recreational Uses:
 - Creating/ improving recreational kayak/canoe area
 - Creating future opportunities for swimming

Master Plan Goals



Goal 4. Improve park access and connectivity to the neighborhoods.

- ❖ Improving ADA access to existing and future recreational amenities
- ❖ Remove barrier fencing at Fiesta Gardens site
- ❖ Create and improve new/existing bike and pedestrian trails
- ❖ Create new bike and pedestrian bridges over Lady Bird Lake
- ❖ Create new park roads and extend Holly Street to Pedernales

Master Plan Goals



Goal 5. Re-purpose existing buildings for public use.

- ❖ Renovate the Park Building along Nash Hernandez Road for Park Ranger Headquarters and public use space
- ❖ Expand Fiesta Gardens plaza for public use
- ❖ Repurpose former Holly Power Plant buildings for public use

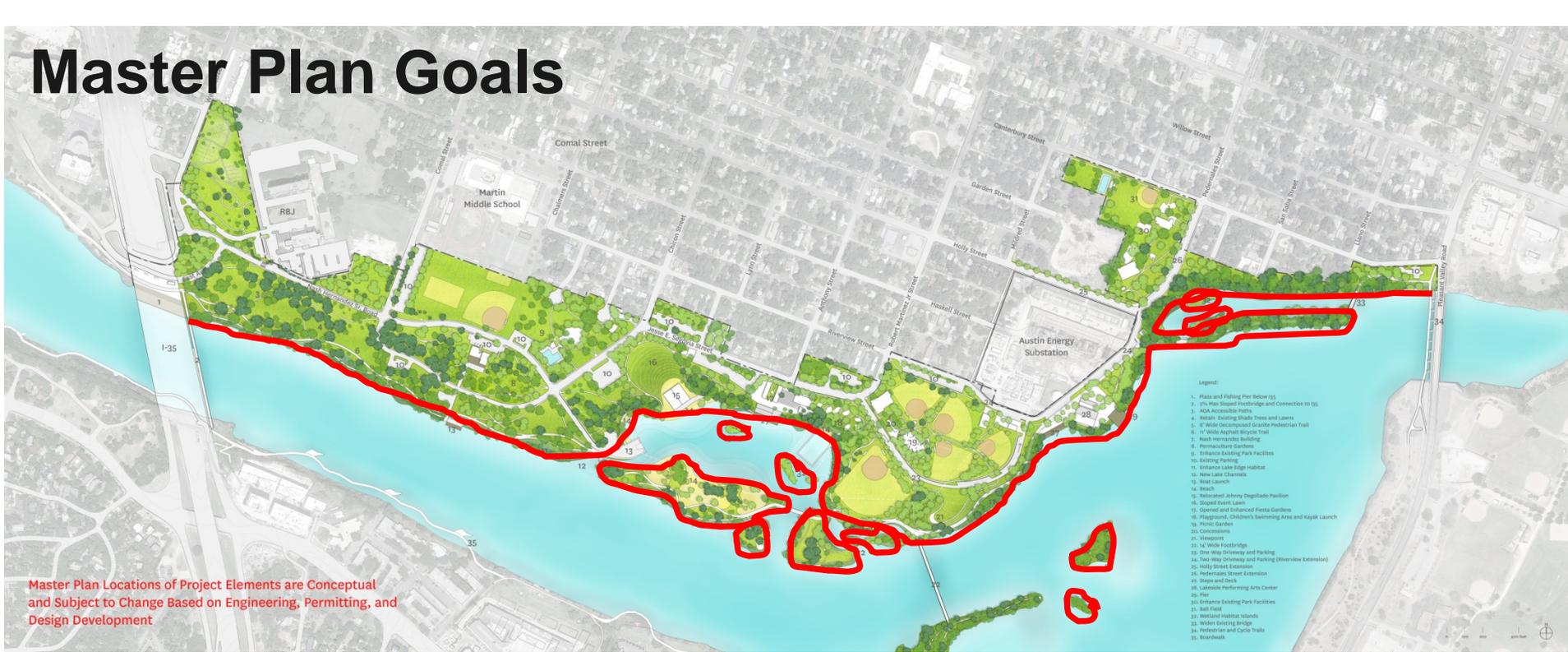
Master Plan Goals



Goal 6. Protect and improve the neighborhood park character and facilities.

- ❖ Protect heritage trees and natural vegetation
- ❖ Renovate or replace existing park amenities
- ❖ Reconfigure Fiesta Gardens event space to mitigate adverse neighborhood impact
- ❖ Reconfigure ball fields to maximize parking, accessibility & use
- ❖ Increase parking capacity

Master Plan Goals



Goal 7. Preserve, enhance, and increase wildlife habitat.

- ❖ Protect and enhance existing natural habitat
- ❖ Create new habitat islands for flora and fauna
- ❖ Designate islands as preserves

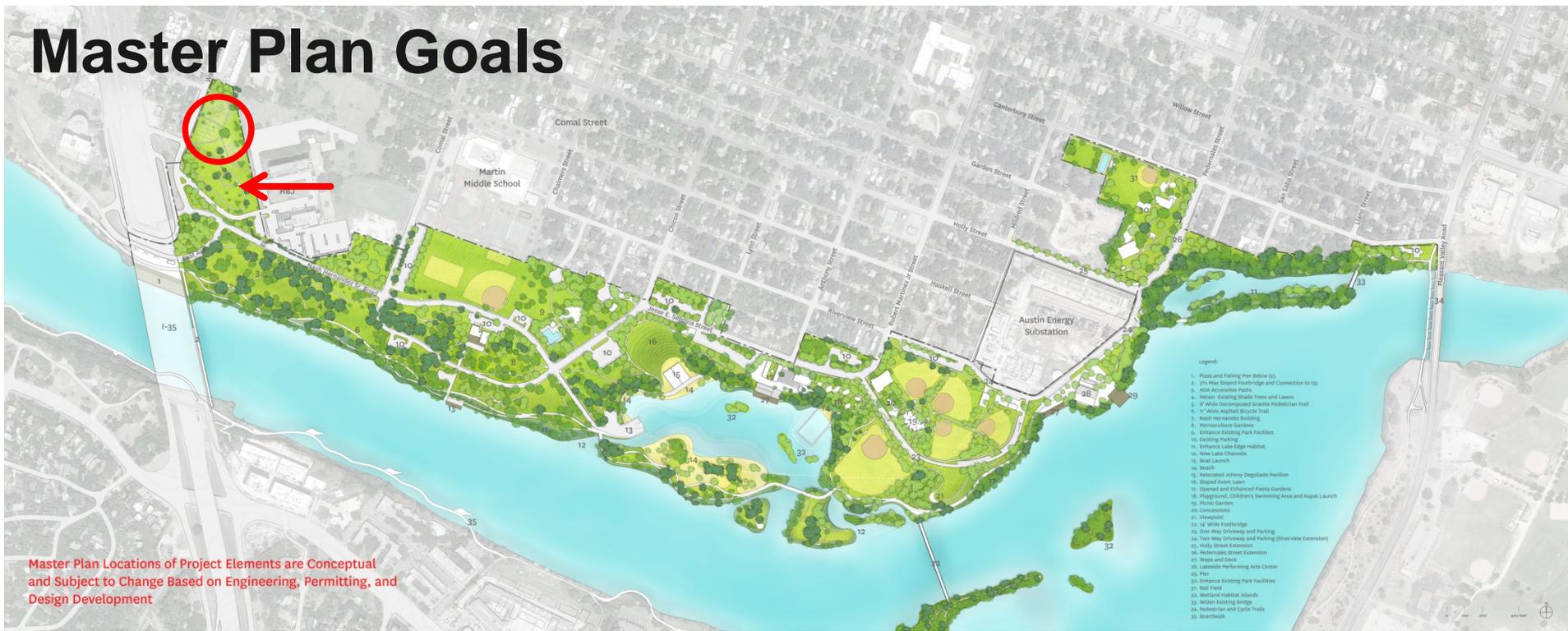
Master Plan Goals



Goal 8. Celebrate local art and heritage.

- ❖ Implement “Holly Shores Public Art Action Plan”
 - Action Plan created during the master planning process
 - Assessment of existing park art
 - Create opportunities for protecting, displaying and celebrating existing and new art
 - Includes three (3) artistic context zones designated as *highly programmed, connective and, natural landscapes*

Master Plan Goals



Goal 9. Community access to healthy foods through sustainable community agriculture.

- ❖ Create a Food Forest area to promote self-sustaining and publicly accessible agriculture
- ❖ Continue to support existing community garden through marketing and promotion



Public Engagement Outcomes

Extensive Public Involvement involving 50+ community organizations, 700+ participants, high participation from 78702 and 78721, and progressive use of local media outlets.

- ❖ Implemented a series of traditional and nontraditional engagement strategies including:
 - Creation of a Citizen Advisory Group (CAG) made up of local community leaders
 - Four (4) community workshops
 - Three (3) youth-oriented events
 - Eight (8) focus group sessions (platicas),
 - Six (6) community outreach events
 - Meeting-in-a-Box planning exercise
 - Master Plan preliminary concept exhibits at public venues
 - Bi-lingual outreach materials & Spanish translation at community workshops
 - Periodic planning updates to stakeholders



Master Plan Review

- ❖ Boards and Commissions:
 - Parks and Recreation Board - Recommended 5-0
 - Planning Commission - Recommended 8-0
 - Environmental Board - Recommended 7-0
 - Waterfront Advisory Board - Recommended 5-1 (abstain)
 - Design Commission - Recommended 5-0
 - Arts Commission - Recommended (Public Art Plan) 5-0

- ❖ City Council Public Hearing and Action on March 6, 2013



Next Steps

1. Conduct the public hearing and approve the master plan
2. Master plan implementation begins:
 - Parks and Recreation Board to assist in formation of implementation committee
 - Implementation Committee to prioritize schedule of future master plan improvements and programming based on community input
 - Identify and advocate for master plan funding
3. Implement master plan based on available funding
 - On-going stakeholder input during implementation phase

